



WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214

LUC, INC.  
25 Whitlock Place, SW  
#201  
Marietta, GA 30064-3142

## Contract # 321760

Schedule Dates 10/15/12-10/21/12  
Advertiser Pol/Critz M/D/Con/PA (12930)  
Agency Luc, Inc. (2895)  
Product Political - Federal Candidate (1067)  
Brand POL/M CRITZ/D/CON/PA 10/5 (81619)  
Salesperson Telerep/Atlanta, Atlanta (1044)  
Sales Office Telerep/Atlanta  
Buyer Name MILLIS,AMY  
Phone/Fax /  
CPE 2432  
Account Types National/Political  
Billing Type Standard  
Comments 2432  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Date Entered 07/12/12  
Last Modified 09/28/12  
Entered By Jennifer Stewart  
CO-OP Yes  
Headline # 06214825  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$4,724.25  
Net Total \$26,770.75  
Sales Tax

Pittsburgh (WPXI)  
By Broadcast Month  
Oct. 2012 41 \$31,495.00  
Grand Total: 41 \$31,495.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Revised Line / Spot	10/15/12-10/19/12	5	:30	7A- 8A (EST)	1								1			Pittsburgh (WPXI)	TODAY SHOW 7-8A/2	7/12/12
1.1	Normal Line / Spot	10/15/12-10/19/12	5	:30	7A- 8A (EST)	3	X	X	X	X	X			3	\$620.00	\$1,860.00	Pittsburgh (WPXI)	TODAY 7-8A/2	9/21/12
2.0	Revised Line / Spot	10/16/12-10/18/12	5	:30	9A- Today Show 9a			1						1			Pittsburgh (WPXI)	TODAY SHOW 9-10A/4	7/12/12
2.1	Normal Line / Spot	10/15/12-10/19/12	5	:30	9A- Today Show 9a	2	X	X	X	X	X			2	\$395.00	\$790.00	Pittsburgh (WPXI)	TODAY SHOW 9-10A/4	9/21/12
3.0	Normal Line / Spot	10/20/12-10/20/12	5	:30	8A- 10:30A (EST)							1		1	\$370.00	\$370.00	Pittsburgh (WPXI)	SAT NEWS 8-1030A/5	7/27/12
4.0	Normal Line / Spot	10/21/12-10/21/12	5	:30	5:30A- 8A (EST)								1	1	\$345.00	\$345.00	Pittsburgh (WPXI)	CH11 SUNDAY 530A-8A/6	7/12/12
5.0	Normal Line / Spot	10/21/12-10/21/12	5	:30	8A- 10A (EST)								1	1	\$370.00	\$370.00	Pittsburgh (WPXI)	SUN NEWS 8-10A/7	7/12/12
6.0	Revised Line / Spot	10/15/12-10/19/12	5	:30	10A- Ellen									1			Pittsburgh (WPXI)	ELLEN/8	7/12/12
6.1	Normal Line / Spot	10/15/12-10/19/12	5	:30	10A- Ellen	3	X	X	X	X	X			3	\$345.00	\$1,035.00	Pittsburgh (WPXI)	ELLEN/8	9/21/12
7.0	Revised Line / Spot	10/16/12-10/18/12	5	:30	11:59A- Channel 11 News At Noon			1						1			Pittsburgh (WPXI)	NOON NEWS/9	7/12/12
7.1	Normal Line / Spot	10/15/12-10/19/12	5	:30	11:59A- Channel 11 News At Noon	3	X	X	X	X	X			3	\$370.00	\$1,110.00	Pittsburgh (WPXI)	NOON NEWS/9	9/21/12
8.0	Revised Line / Spot	10/16/12-10/18/12	5	:30	4P- Judge Judy 4p			1						1			Pittsburgh (WPXI)	JUDGE JUDY 4-430P/11	7/12/12
8.1	Normal Line / Spot	10/15/12-10/19/12	5	:30	4P- Judge Judy 4p	2	X	X	X	X	X			2	\$395.00	\$790.00	Pittsburgh (WPXI)	JUDGE JUDY 4-430P/11	9/21/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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Pittsburgh (WPXI)			
By Broadcast Month	Spots	Rate	
Oct. 2012	41	\$31,495.00	
<b>Grand Total:</b>	<b>41</b>	<b>\$31,495.00</b>	

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 Package Deal  
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 Commission \$4,724.25  
 Net Total \$26,770.75  
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 Buyer Name MILLS,AMY  
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 Marietta, GA 30064-3142

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9.0	Revised Line / Spot	10/16/12-10/18/12	5	:30	5:30P- 6P (EST)			1		1							Pittsburgh (WPXI)	NEWS 530-6P/14	7/12/12
9.1	Normal Line / Spot	10/15/12-10/19/12	5	:30	5:30P- 6P (EST)	2	X	X	X	X	X			2	\$795.00	\$1,590.00	Pittsburgh (WPXI)	NEWS 530-6P/14	9/21/12
10.0	Revised Line / Spot	10/15/12-10/19/12	5	:30	5:58P- Channel 11 News At 6pm M-F			1		1							Pittsburgh (WPXI)	NEWS 6-630P/15	7/12/12
10.1	Normal Line / Spot	10/15/12-10/19/12	5	:30	5:58P- Channel 11 News At 6pm M-F	3	X	X	X	X	X			3	\$995.00	\$2,985.00	Pittsburgh (WPXI)	NEWS 6-630P/15	9/21/12
11.0	Normal Line / Preempt	10/21/12-10/21/12	5	:30	6P- 6:30P (EST)							1			\$670.00		Pittsburgh (WPXI)	NA NEWS 6-630P/17	9/7/12
11.0.1	Closed Preempt	10/21/12															Pittsburgh (WPXI)	Program Change/Exception	
12.0	Revised Line / Spot	10/15/12-10/17/12	5	:30	7:30P- WHEEL OF FORTUNE			1		1							Pittsburgh (WPXI)	WHEEL 730-8P/19	7/12/12
12.1	Normal Line / Spot	10/15/12-10/19/12	5	:30	7:30P- WHEEL OF FORTUNE	2	X	X	X	X	X			2	\$1,645.00	\$3,290.00	Pittsburgh (WPXI)	WHEEL 730-8P/19	9/21/12
13.0	Normal Line / Spot	10/20/12-10/20/12	5	:30	7P- Jerome Bettis 7-730P							1		1	\$670.00	\$670.00	Pittsburgh (WPXI)	BETTIS 7-730P/20	7/31/12
14.0	Normal Line / Spot	10/20/12-10/20/12	5	:30	7:30P- BP (EST)							1		1	\$570.00	\$570.00	Pittsburgh (WPXI)	HOLD FOR JEOP 730-8P/21	7/31/12
15.0	Revised Line / Spot	10/16/12-10/18/12	5	:30	10:59P CHANNEL 11 NEWS AT 11P			1		1							Pittsburgh (WPXI)	LATE NEWS/22	7/12/12

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07/12/12

Date Entered

09/28/12

Last Modified

Jennifer Stewart

Entered By

Yes

CO-OP

Headline #

06214825

Demo

Normal

Order Type

Package Deal

Commission %

15.00

Commission

\$4,724.25

Net Total

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15.1	Normal Line / Spot	10/15/12-10/19/12	5	:30	10:59p- CHANNEL 11 NEWS AT 11P	2	X	X	X	X	X			2	\$1,995.00	\$3,990.00	Pittsburgh (WPXI)	LATE NEWS/22	9/21/12
16.0	Revised Line / Spot	10/15/12-10/19/12	5	:30	11:34p- TONIGHT SHOW	1						1		1			Pittsburgh (WPXI)	TONIGHT/23	7/12/12
16.1	Normal Line / Spot	10/15/12-10/19/12	5	:30	11:34p- TONIGHT SHOW	2	X	X	X	X	X			2	\$670.00	\$1,340.00	Pittsburgh (WPXI)	TONIGHT/23	9/21/12
17.0	Normal Line / Spot	10/20/12-10/20/12	5	:30	11:29p- NBC SATURDAY NIGHT LIVE								1	1	\$1,195.00	\$1,195.00	Pittsburgh (WPXI)	SNL/24	7/12/12
18.0	Revised Line / Spot	10/16/12-10/18/12	5	:30	5:59A- Channel 11 News 6am			1		1							Pittsburgh (WPXI)	NEWS 6-7A/25	7/27/12
18.1	Normal Line / Spot	10/15/12-10/19/12	5	:30	5:59A- Channel 11 News 6am	2	X	X	X	X	X			2	\$795.00	\$1,590.00	Pittsburgh (WPXI)	NEWS 6-7A/25	9/21/12
19.0	Revised Line / Spot	10/17/12-10/17/12	5	:30	8A- 9A (EST)				1								Pittsburgh (WPXI)	TODAY 8-9A/26	7/27/12
19.1	Normal Line / Spot	10/15/12-10/19/12	5	:30	8A- 9A (EST)	1	X	X	X	X	X			1	\$570.00	\$570.00	Pittsburgh (WPXI)	TODAY 8-9A/26	9/21/12
20.0	Revised Line / Spot	10/19/12-10/19/12	5	:30	2:58p- Days Of Our Lives							1					Pittsburgh (WPXI)	DAYS/27	7/27/12
20.1	Normal Line / Spot	10/15/12-10/19/12	5	:30	2:58p- Days Of Our Lives	1	X	X	X	X	X			1	\$495.00	\$495.00	Pittsburgh (WPXI)	OAYS/27	9/21/12
21.0	Revised Line / Spot	10/19/12-10/17/12	5	:30	4:29p- Judge Judy 430p								1				Pittsburgh (WPXI)	JUDY 430-5P/28	7/27/12
21.1	Normal Line / Spot	10/15/12-10/19/12	5	:30	4:29p- Judge Judy 430p	2	X	X	X	X	X			2	\$495.00	\$990.00	Pittsburgh (WPXI)	JUDY 430-5P/28	9/21/12

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22.0	Revised Line / Spot	10/15/12-10/19/12	5	:30	5P- 5:30P (EST)	1								1			Pittsburgh (WPXI)	NEWS 5-530P/29	7/27/12
22.1	Normal Line / Spot	10/15/12-10/19/12	5	:30	5P- 5:30P (EST)	2	X	X	X	X	X			2	\$795.00	\$1,590.00	Pittsburgh (WPXI)	NEWS 5-530P/29	9/21/12
23.0	Revised Line / Spot	10/16/12-10/19/12	5	:30	6:59P- Jeopardy	1								1			Pittsburgh (WPXI)	JEOP 7-730P/30	7/27/12
23.1	Normal Line / Spot	10/15/12-10/19/12	5	:30	6:59P- Jeopardy	2	X	X	X	X	X			2	\$1,645.00	\$3,290.00	Pittsburgh (WPXI)	JEOP 7-730P/30	9/21/12
25.0	M/G For 11.0.1 / Spot	10/15/12-10/19/12	5	:30	5P- 5:30P (EST)	1	X	X	X	X	X			1	\$670.00	\$670.00	Pittsburgh (WPXI)	NEWS 5-530P/33	9/28/12

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